

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 1, 2018/2019

**BMK2824 – CONSUMER BEHAVIOR**  
(All sections / Groups)

16 OCTOBER 2018  
9.00 a.m – 11.00 a.m  
(2 Hours)

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### INSTRUCTIONS TO STUDENTS

1. This question paper consists of 1 page only (excluding cover page)
2. Attempt **ALL** the questions.
3. Mark distribution for each question is given.
4. Please write all your answers in the Answer Booklet provided.

**Answer ALL questions. Marks for each question are shown at the end of each question.**

### **QUESTION 1**

Explain the reasons for a consumer to be unable to place a product in the evoked set once the consumer has rejected the product. As a marketing manager, discuss strategies that can be used to overcome the rejection by the consumer.

(Total: 25 marks)

### **QUESTION 2**

Product and commercial messages often aim to appeal the consumer's senses. Identify and discuss with relevant examples on how the senses work in enhancing the product and commercial messages.

(Total: 25 marks)

### **QUESTION 3**

Competition among businesses are getting rampant and intense as technology improves. This scenario in the business environment has led to an increase amount of messages and advertisements by businesses.

- a) Discuss how marketers can gain or attract the attention of customers. (10 marks)
- b) Suggest methods that a marketer can implement in order to break the clutter. (15 marks)

(Total: 25 marks)

### **QUESTION 4**

Advertisers prefer to include celebrities or well-known faces in their marketing effort. Using theories and concept of learning and memory, discuss whether the inclusion of celebrities and well-known figures is effective in promoting products and services.

(Total: 25 marks)

**End of Page**

